

CLAIMS

We claim:

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1. A method of delivering targeted data over a network to a consumer's device,
comprising:

tagging data to weather conditions so that a first set of data associated with one
weather condition differs from a second set of data associated with a second weather
condition;

receiving weather data relating to current weather conditions at a plurality of
geographic locations;

determining a geographic location associated with the consumer's device;

determining current weather conditions associated with the geographic location of the
consumer's device;

selecting targeted data based on the current weather conditions for the consumer's
device; and

transmitting the targeted data for receipt by the consumer's device.

2. The method as set forth in claim 1, wherein the tagging of the data comprises
tagging advertisements to the weather conditions and the transmitting comprises transmitting
advertising targeted to the weather conditions for the consumer's device.

3. The method as set forth in claim 1, wherein the tagging of the data comprises tagging recommendations to the weather conditions and the transmitting comprises transmitting recommendations targeted to the weather conditions for the consumer's device.

4. The method as set forth in claim 1, wherein the tagging of the data comprises tagging commands to the weather conditions and the transmitting comprises transmitting commands targeted to the weather conditions for the consumer's device.

5. The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available at the consumer's device.

6. The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available through the network.

7. The method as set forth in claim 1, wherein the consumer's device comprises a computer.

8. The method as set forth in claim 1, wherein the consumer's device comprises a hand-held device.

1 9. The method as set forth in claim 1, wherein the consumer's device comprises a
2 mobile radiotelephone.

1 10. The method as set forth in claim 1, wherein the consumer's device comprises a
2 TV product.

1 11. A method of delivering advertisements over a network based on local weather
2 conditions, comprising:

3 associating advertisements with weather conditions so that the weather conditions
4 have different sets of advertisements;

5 determining a geographic location associated with a consumer's device;

6 detecting a current weather condition associated with the geographic location of the
7 consumer's device;

8 selecting a desired advertisement based on the current weather condition for the
9 consumer's device, the desired advertisement being a first advertisement if the current
10 weather condition at the geographic location is a first weather condition and being a second
11 advertisement if the current weather condition at the geographic location is a second weather
12 condition; and

13 transmitting the desired advertisement to the consumer's device over the network.

1 12. The method as set forth in claim 11, wherein associating advertisements with
2 weather conditions comprises tagging advertisements to at least one of the weather
3 conditions.

1 13. The method as set forth in claim 11, wherein the associating further comprises
2 tagging advertisements to geographic regions and wherein the selecting comprises selecting
3 the desired advertisement based on the geographic location of the consumer's device.

1 14. The method as set forth in claim 13, wherein selecting the desired
2 advertisement comprises selecting an advertisement targeted to the current weather condition
3 for the consumer's device and which is tagged to a smallest geographic region that
4 encompasses the geographic location of the consumer's device.

1 15. The method as set forth in claim 11, wherein the associating advertisements
2 comprises tagging advertisements to weather conditions relating to goods or services being
3 advertised in the advertisements.

1 16. A method of delivering weather information by a first entity at a first Internet
2 site in partner relationships with a plurality of other entities, comprising:

3 receiving a request for weather information at the first site, the request originating
4 from a consumer;

5 determining if one of the partner relationships is triggered by the request;

6 if the request does trigger one of the partner relationships, transmitting a first set of
7 information to the consumer, the first set of information including the weather information
8 and is delivered in accordance with rules defined by the partner relationship with one of the
9 entities;

10 if the request does not trigger one of the partner relationships, then sending a second
11 set of information to the consumer, the second set of information including the weather
12 information and an identifier of the first entity;

13 wherein the partner relationships have different rules for defining how weather
14 information is delivered whereby a first request associated with one partner relationship is
15 fulfilled with content that is different from a second request associated with a second partner
16 relationship.

17. The method as set forth in claim 16, wherein receiving comprises receiving the
request directly from the consumer.

18. The method as set forth in claim 16, wherein receiving comprises receiving the
request from a second site.

19. The method as set forth in claim 16, wherein determining if one of the partner
relationships is triggered comprises detecting a domain name associated with the request.

20. The method as set forth in claim 16, wherein determining if one of the partner
relationships is triggered comprises detecting a URL associated with the request.

21. The method as set forth in claim 16, wherein determining if one of the partner
relationships is triggered comprises detecting a cookie associated with the request.

1 22. The method as set forth in claim 16, wherein transmitting the first set of
2 information to the consumer comprises merging the weather information with an identifier of
3 the one entity.

1 23. The method as set forth in claim 22, wherein the merging comprises using
2 includes to combine the weather information with the identifier of the one entity.

24. The method as set forth in claim 16, wherein transmitting the first set of
information to the consumer comprises sending both the identifier of the first entity and an
identifier of the one entity.

25. A method of delivering personalized weather information to consumers over
the Internet, comprising:

obtaining consumer data on consumers, the consumer data indicative of the
consumers' interests;

receiving requests for weather information from consumers, the requests being sent
through the Internet;

pulling the consumer data on the consumers issuing the requests for weather
information;

selecting weather information for the consumers based on the consumer data on each
individual consumer; and

transmitting the selected weather information to the consumers;

12 wherein when identical requests for weather information arrive from consumers, the
13 selected weather information transmitted to individual consumers differ if the consumer data
14 differ for the individual consumers.

1 26. The method as set forth in claim 25, wherein the obtaining consumer data
2 comprises receiving the consumer data from the consumers.

3 27. The method as set forth in claim 25, wherein the obtaining consumer data
comprises detecting consumer behavior on the Internet.

1 28. The method as set forth in claim 25, wherein the obtaining consumer data
2 comprises obtaining consumer profiles.

1 29. The method as set forth in claim 25, wherein the obtaining consumer data
2 comprises obtaining keys on the consumers.

1 30. The method as set forth in claim 25, wherein the pulling consumer data
2 comprises retrieving profiles for the consumers issuing the requests.

1 31. The method as set forth in claim 25, further comprising applying rules to the
2 consumer data and the selecting comprises selecting the weather information based on results
3 of the applying of rules.

1 32. The method as set forth in claim 25, wherein the obtaining consumer data
2 comprises classifying consumers interests with regard to weather and the selecting comprises
3 selecting weather information based on the consumers' weather interests.

1 33. A method of delivering personalized information and weather information to
2 consumers over the Internet, comprising:

3 obtaining consumer data on consumers, the consumer data indicative of the
4 consumers' interests;

5 receiving requests for weather information from consumers, the requests being sent
6 through the Internet;

7 pulling the consumer data on the consumers issuing the request for weather
8 information;

9 selecting personalized information for the consumers based on the consumer data on
10 each individual consumer;

11 selecting weather information based on the requests for weather information;

12 transmitting the personalized information and the selected weather information to the
13 consumers;

14 wherein when identical requests for weather information arrive from consumers, the
15 personalized information and weather information transmitted to individual consumers differ
16 if the consumer data differ for the individual consumers.

1 34. The method as set forth in claim 33, wherein the selecting personalized
2 information comprises selecting advertisements targeted to the consumers' interests.

1 35. The method as set forth in claim 33, wherein the selecting personalized
2 information comprises selecting weather content targeted to the consumers' interests.

1 36. The method as set forth in claim 33, wherein the selected personalized
2 information comprises selecting recommendations targeted to the consumers' interests.

1 37. The method as set forth in claim 33, wherein the selected personalized
2 information comprises selecting commands targeted to the consumers' interests.

1 38. A method of providing recommendations over a network in response to
2 weather conditions, comprising:

3 obtaining weather data from at least one data feed;

4 deriving weather conditions associated with a plurality of geographic locations;

5 associating consumers with their respective geographic locations;

6 monitoring the weather conditions for triggerable conditions;

7 selecting recommendations to issue in response to the triggerable conditions;

8 identifying consumers to receive the recommendations; and

9 transmitting the recommendations over the network to the identified consumers.

1 39. The method of providing recommendations as set forth in claim 38, wherein
2 monitoring comprises monitoring the weather conditions for severe weather conditions.

1 40. The method of providing recommendations as set forth in claim 38, wherein
2 selecting recommendations comprises selecting recommendations based on the weather
3 conditions, geographic location, and consumer.

1 41. The method of providing recommendations as set forth in claim 38, wherein
2 identifying comprises identifying consumers based on their interests.

1 42. The method of providing recommendations as set forth in claim 38, wherein
the transmitting comprises transmitting the recommendations over the Internet.

1 43. The method of providing recommendations as set forth in claim 38, further
2 comprising enabling consumers to define the triggerable conditions.

1 44. A method of issuing commands over a network in response to weather
2 conditions, comprising:

- 3 obtaining weather data from at least one data feed;
- 4 deriving weather conditions associated with a plurality of geographic locations;
- 5 associating consumers with their respective geographic locations;
- 6 monitoring the weather conditions for triggerable conditions;
- 7 selecting commands to issue in response to the triggerable conditions;
- 8 identifying consumer devices to receive the commands; and
- 9 transmitting the commands to the identified consumer devices.

1 45. The method of issuing commands as set forth in claim 43, wherein the
2 monitoring comprises detecting when the weather conditions exceed threshold conditions.

1 46. The method of issuing commands as set forth in claim 43, wherein the
2 identifying consumer devices comprise identifying the devices based on the weather
3 conditions.

1 47. The method of issuing commands as set forth in claim 43, further comprising
2 enabling consumers to select devices to receive the commands and enabling consumers to
3 define circumstances under which the commands are issued.

1 48. A method of providing weather information over a network to consumers,
2 comprising:

3 receiving weather data from at least one weather data feed;
4 parsing the weather data from the weather data feed and tagging the parsed weather
5 data with a plurality of tags according to a set of defined parsing rules;
6 storing the tagged and parsed weather data in modular units;
7 selectively gathering the modular units of tagged and parsed weather data based on
8 the tags and according to a set of business rules;
9 assembling the selected modular units of tagged and parsed weather data for
10 presentation and for delivery to the consumers; and
11 transmitting the assembled and selected modular units of tagged and parsed weather
12 data over the network to the consumers.

1 49. The method of providing weather information over the network as set forth in
2 claim 48, wherein receiving comprising receiving weather data from a plurality of data feeds.

1 50. The method of providing weather information over the network as set forth in
2 claim 48, wherein storing the tagged and parsed weather data comprises storing the tagged
3 and parsed weather data in a common document model.

1 51. The method of providing weather information over the network as set forth in
2 claim 48, wherein selectively gathering comprises gathering modular unit based on attributes
3 of each consumer.

1 52. The method of providing weather information over the network as set forth in
2 claim 48, wherein selectively gathering comprises gathering modular unit based on a
3 geographic location of the consumer.

1 53. The method of providing weather information over the network as set forth in
2 claim 48, wherein selectively gathering comprises gathering modular unit based on weather
3 conditions near the consumer.

1 54. The method of providing weather information over the network as set forth in
2 claim 48, wherein selectively gathering comprises gathering modular unit based on a

3 consumer's device receiving the assembled and selected modular units of tagged and parsed
4 weather data.

1 55. The method of providing weather information over the network as set forth in
2 claim 48, wherein selectively gathering comprises gathering modular unit based on a co-
3 brand relationship with another entity.

1 56. The method of providing weather information over the network as set forth in
2 claim 48, wherein assembling comprises assembling the modular units responsive to a
3 consumer's device for receiving the assembled and selected modular units of tagged and
4 parsed weather data.

1 57. The method of providing weather information over the network as set forth in
2 claim 48, further comprising receiving requests for weather information from the consumers.

1 58. The method of providing weather information over the network as set forth in
2 claim 48, wherein transmitting comprises transmitting the assembled and selected modular
3 units of tagged and parsed weather data over the Internet.

1 59. The method of providing weather information over the network as set forth in
2 claim 48, wherein transmitting comprises transmitting the assembled and selected modular
3 units of tagged and parsed weather data over a cable television network.

60. The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over a wireless network.

61. The method of providing weather information over the network as set forth in claim 48, further comprising transmitting assembled and selected modular units of tagged and parsed weather data over more than one network.

62. A method of allowing a consumer to customize delivery of weather information over the Internet, comprising:

- allowing the consumer to identify specific types of weather information desired by the consumer;
- enabling the consumer to specify an arrangement of the desired weather information;
- identifying a consumer's device for receiving the desired weather information;
- storing consumer's preferences as to the types of weather information, arrangement of weather information, and consumer's device;
- receiving a request from the consumer for weather information;
- identifying the consumer making the request;
- retrieving the consumer's preferences in response to the consumer's request;
- retrieving weather information in accordance with the consumer's request and consumer's preferences; and
- transmitting the weather information to the consumer's device.

1 63. The method of allowing the consumer to customize delivery of weather
2 information as set forth in claim 62, wherein identifying of the consumer's device comprises
3 receiving input from the consumer as to what device should receive the weather information.

1 64. The method of allowing the consumer to customize delivery of weather
2 information as set forth in claim 62, wherein the identifying comprises using cookies to
3 identify the consumer.